

Notice of References Cited

Application/Control No.

09/598,458

Applicant(s)/Patent Under
Reexamination
HAMOR ET AL.

Examiner

James W Myhre

Art Unit

3622

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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Filippi, Diane, "Doubleclick Debuts New Tool for Testing Creative on the Web", PR Newswire, May 20, 1996, 2 pp.
	V	Toland, Patrick, "C/Net: The Computer Network Unveils Revolutionary Internet Advertising Tools That Allow Custom Banner A Delivery Based on Demographic Information", PR Newswire, December 6, 1995, 3 pp.
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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